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Bohemia and M&C Saatchi win media and creative pitch for Australian Retirement Trust

By AdNews | 27 March 2023

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Bohemia and M&C Saatchi have been appointed, following a highly competitive pitch, to manage media and creative for one of Australia's largest super funds, Australian Retirement Trust.



Paul Hutchison and Michael McEwan.

The pitch process was managed by TrinityP3.

Australian Retirement Trust is the super fund formed through the merger of Sunsuper and QSuper, taking care of \$200 billion in retirement savings for more than two million members.

The fund prides itself on working for members' best interests, not shareholders, by returning profits to them as lower fees and better services.

Paul Hutchison, CEO Bohemia: "We are proud to be appointed as the new media agency for Australian Retirement Trust.

"The process led by Australian Retirement Trust and TrinityP3 demonstrated huge ambition and excitement about the future growth potential for the super fund and inspired us to hand craft communications solutions that will help the business scale, fast.

"Our team came together to create distinctive work and we can't wait to partner with our group friends at M&C Saatchi and Australian Retirement Trust to activate the plans and ideas that won this highly competitive pitch."

Michael McEwan, CEO M&C Saatchi AUNZ: "We are incredibly grateful and motivated to partner with Australian Retirement Trust.

"Throughout our time together, we got a real sense of Australian Retirement Trust's appetite for creativity and ambition to support their members.

"With over two million members and growing, Australian Retirement Trust is making a positive difference to people right across Australia. It's also been a lot of fun working side by side with the Bohemia team."

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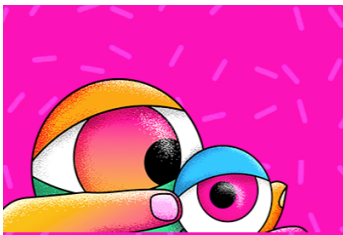
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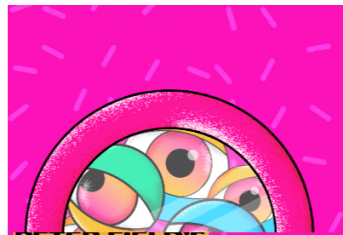
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[Bob on Nine's Jonathan Fox joins Mutnux](#)
- 5:46 PM I was Bob's personal assistant for a few years at Saatchi & Saatchi. Such a kind and wonderful human...
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- 1:19 PM Surprised not to see AAMI on this list. Surely they're number 11.
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